

CLAIMS:

1. A method of billboard advertising, comprising the steps of:
  - a. identifying a roadway having high speed traffic and including an overhead sign structure at least partially traversing the roadway, wherein the overhead sign structure has a forward face directed in a primary orientation toward oncoming vehicle traffic and a rearward portion on an opposing side from the forward face; and
  - b. placing a billboard advertisement or message on the rearward portion of the overhead sign structure,whereby the advertisement or message on the rearward portion is capable of being seen by traffic, and wherein the billboard advertisement or message does not include one or more of solely artistic work, graffiti, government or municipal information, traffic signs, highway information, weather information, and safety information.
2. The method of claim 1, wherein an overhead traversing section of the overhead sign structure is supported by at least a central support beam.
3. The method of claim 1, wherein an overhead traversing section of the overhead sign structure is supported by at least one lateral support beam.
4. The method of claim 1, wherein the roadway is an expressway or a freeway.
5. The method of claim 1, wherein speed limits associated with the roadway are about 45 miles per hour or higher.
6. The method of claim 1, wherein the rearward portion is directed toward oncoming traffic of an adjacent lane of the roadway.
7. The method of claim 1, wherein the rearward portion is directed toward oncoming traffic of a different, nearby roadway.

8. The method of claim 1, wherein the rearward portion is directed toward oncoming traffic that has passed under the overhead sign structure and traffic is capable of viewing the billboard in a rearview orientation.
9. The method of claim 8, wherein the advertisement or message contains at least some information on the billboard as a mirror image, enabling normal viewing through a rearview mirror of traffic.
10. The method of claim 1, wherein the overhead sign comprises a securely fastened frame to affix the advertisement or message, the frame allowing the advertisement or message to be placed on the rearward portion of the overhead sign, and wherein the frame allows the insertion or replacement of the advertisement or message without removing the frame.
11. The method of claim 10, wherein the advertisement or message is present on the surface of a replaceable product.
12. The method of claim 11, wherein the advertisement or message is placed on a vinyl, plastic, partially plastic, or canvas surface.
13. The method of claim 1, wherein the advertisement or message is displayed from an electronic screen.
14. The method of claim 13, wherein the image on the electronic screen is controlled remotely.
15. A method of advertising, comprising the steps of:
  - a. identifying an overhead sign structure at least partially traversing a roadway associated with oncoming vehicle traffic and having a forward face bearing traffic information as part of a government regulated traffic information system;
  - b. affixing a securely fastened frame on a rearward portion of the overhead sign structure on an opposing side from the forward face; and

- c. connecting the billboard advertisement or message to the frame affixed to the rearward portion of the overhead sign structure, said billboard advertisement or message being visible to traffic flow different from the oncoming vehicle traffic or visible from an orientation different from that of the oncoming vehicle traffic.
- 16. The method of claim 15, further comprising remotely controlling the content of the advertisement or message.
- 17. The method of claim 15, further comprising replacing the advertisement or message connected to the frame.
- 18. The method of claim 15, wherein the advertisement or message is placed on a vinyl, plastic, partially plastic, or canvas surface.
- 19. A billboard advertising system, comprising:
  - a. an overhead sign structure at least partially traversing a roadway, said overhead sign structure having forward and rearward faces relative to oncoming vehicle traffic of the roadway;
  - b. the forward face of the overhead sign structure having traffic information as part of a government regulated traffic information system directed in a primary orientation toward the oncoming vehicle traffic;
  - c. the rearward face of the overhead sign structure on an opposing side from the forward face having a secondary orientation with respect to other traffic flow different from the oncoming vehicle traffic; and
  - d. a billboard advertisement or message positioned on the rearward face of the overhead sign structure with visual exposure to the other traffic flow and about 15 square feet or larger in size.
- 20. The system of claim 20, wherein the advertisement or message can be replaced.